



*Beaulieu Enterprises*

BEAULIEU RIVER • BEAULIEU • BUCKLER'S HARD

## Job Description

# Marketing Executive

Contract: 37.5 hours

Salary band: £27,000 per annum

Location: John Montagu Building, Beaulieu with an opportunity for hybrid working

### **Background:**

Beaulieu Enterprises Limited is the commercial organisation responsible for the running of the Beaulieu visitor attraction (home to the National Motor Museum), Beaulieu events, Buckler's Hard heritage village and the Buckler's Hard Yacht Harbour on the Beaulieu River. It works very closely with the Beaulieu Estate and the National Motor Museum Trust charity.

The Marketing and PR department is responsible for delivering the communication objectives across these business areas, engaging with a variety of audiences and stakeholders, raising awareness and driving visitors and sales through creative communication campaigns. The team includes its own in-house print and graphics department.

This role will report to the Marketing Manager.

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### **Package:**

- Salary: £27,000 per year.
  - Hours: 37.5 hours per week.
  - Hybrid working: Predominantly office based with the option to work from home in accordance with job requirements.
  - Free on-site parking.
  - Holiday: 22 days plus bank holidays. Bonus day off on your birthday.
  - Free entry to Beaulieu and Buckler's Hard for employee plus guests, including most in-house events.
  - Access to Employee Assistance Programme for work and non-work related support.
  - Company pension scheme
  - Eye care vouchers
  - Employee staff card discounts
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**Role:**

In accordance with the overall marketing plans and budgets, the Marketing Executive will be responsible for the delivery and measurement of effective marketing and communication campaigns for Beaulieu Events.

The core performance of the role will be measured in respect of the business key objectives for Beaulieu Events, which include achieving visitor and exhibitor admission targets for each event.

The role will work as part of a team with the other Marketing Executives, and the PR Consultant who will be expected to support and contribute to each other's workload when required.

**Key Responsibilities:**

- Working with the Marketing Manager to plan the marketing and communication campaigns and budgets for the respective business area(s) – using both traditional media, such as press (editorial and advertising), radio, out of home and leaflets, as well as digital media, including SEO, paid search, paid social, email and display advertising.
- Research and write engaging on-brand copy that can be used for press releases, editorial, web pages and email supported by imagery and if relevant graphics.
- Attending Beaulieu events and providing coverage across our social media channels including Facebook, Instagram and Tik Tok.
- Liaise with and build relationships with key stakeholders, such as external media (journalists and influencers) and digital agencies on a regular basis. This may also include assisting with seeking sponsorship (media and financial) for events and exhibitions.
- Distribute press releases when required to key stakeholder groups either directly or via the Cision platform (or an equivalent), following up with key individuals to optimise inclusion in publications (online and print).
- Work alongside the website development agency and the Marketing Administrator to help maintain website content (Wordpress/Loop) and functionality such as ticketing where relevant.
- Contribute ideas to the development of new products and experiences for the business area, working alongside colleagues outside of the marketing department.
- With support from the Marketing Manager, monitor and report on the performance of relevant campaigns and overall business objectives, providing

regular campaign reports using campaign reporting tools such as Google Analytics, visitor research and in-house sales reports.

- The majority of Beaulieu events take place over the weekend. You will therefore be required to regularly work weekends. Adequate notice will be provided and any additional time worked can be taken in lieu.
- To undertake any other reasonable tasks as requested by the Marketing Manager.

### **Person Specification: Marketing Executive**

We are open to considering applications from people with enthusiasm and experience relevant to this role. This person might look as follows in regards to qualifications, experience, skills and knowledge, but if you don't quite tick all the boxes, don't worry we'll help fill the gaps with on-the-job training, so please still apply.

<b>Qualifications</b>	<p>Degree or equivalent.</p> <p>Minimum of 1 – 2 years working within a marketing &amp; communications function.</p> <p>CIM, IDM or CIPR qualification (either awarded or working towards).</p>
<b>Experience</b>	<p>Planning, implementing, controlling and measuring marketing and communication campaigns.</p> <p>Working to a budget.</p> <p>Experience in the tourism and leisure industry, or the arts, museum and culture sector.</p> <p>Dealing with customer enquiries, both verbal and written.</p>
<b>Skills &amp; Knowledge</b>	<p>Strong English language and copywriting skills are essential.</p> <p>Confident relationship builder with both internal and external stakeholders.</p> <p>Good knowledge and experience in using traditional and digital media channels.</p> <p>A strong understand of social media and how to use it for organic and paid content</p> <p>An understanding and interest in motoring is desirable.</p> <p>Literate in Microsoft Word, Excel and Powerpoint.</p>

	<p>Experience in using online content management systems, e.g. Loop/Wordpress/Mailchimp</p> <p>Interest in photography and design would be beneficial with experience in Adobe Photoshop and Canva.</p> <p>Knowledge and experience of Google AdWords and Google Analytics.</p> <p>Good project management skills and the ability to prioritise.</p> <p>Means of getting to Beaulieu as very limited public transport links.</p>
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